

Message Text

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51

ACTION ARA-10

INFO OCT-01 ISO-00 ARAE-00 L-02 EB-07 COA-01 SCA-01 H-01

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NSCE-00 CIAE-00 DODE-00 PM-03 NSAE-00 NSC-05 PA-01

SP-02 SS-15 TRSE-00 OMB-01 IO-10 COME-00 INT-05 SCS-03

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TAGS: , US, EFIS, EPAP, ETRD

SUBJECT: MEDIA REACTION -- US-BRAZIL SHRIMP-FISHING AGREEMENT

1. FEB 7 INITIALING OF NEW U.S.-BRAZIL SHRIMP-FISHING
ACCORD PRODUCED MODERATE LEVEL OF STRAIGHT NEWS REPORTAGE,
WITH BOTH FRONT-PAGE AND INSIDE-PAGES DISPLAY. THERE HAS
BEEN NO COMMENTARY AS YET. PRINCIPAL NEWS PEG USED WAS
REDUCTION OF NUMBER OF AMERICAN FISHING VESSELS IN THE
SECOND YEAR OF THE AGREEMENT, AND AN AGREED INCREASE IN
U.S. PAYMENT TO THE GOB.

2. MOST COVERAGE APPEARED IN FEB 8 NEWSPAPERS, AS PLAY
DROPPED FROM SIGHT FEB 9. FEB 8 STORIES ALL BASED ON
FONOFF BRIEFING ON GENERAL TERMS OF THE ACCORD , WITH AT
LEAST ONE MAJOR PAPER PUBLISHING EXCEPRTS FROM STATEMNT
BY U.S. DELEGATION CHIEF. SAMPLE HEADLINES FEB 8:
PRESTIGIOUS O ESTADO DE SAO PAULO: (FRONT PAGE) "FISHING
ACCORD NOW HAS (AGREED-UPON" BASIS" AND (PAGE NINE)
"FISHING ACCORD ARRANGED": INDEPENDENT JORNAL DO BRAZIL
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(RIO). PAGE 13, " ACCORD DIMINISHES BY 30 PERCENT THE

NUMBER OF U.S. FISHING BOATS IN BRAZILIAN WATERS": LIBERAL JORNAL DE BRASILIA, FRONT PAGE, "BRAZIL REDUCED NUMBER OF AMERICAN FISHING VESSELS."

3. MOST REPORTS NOTE THAT THE NEGOTIATIONS " HAD NOT BEEN EASY," BECAUSE OF THE BRAZILIAN DESIRE TO REDUCE THE NUMBER OF SHING BOATS IN THE ZONE. JORNAL DE BRASILIA PUT IT THIS WAY: "THE AMERICANS DID NOT WANT TO AGREE TO THAT. BUT, IN THE END, THE BRAZILIAN POSITION PREVAILED."

4. JORNAL DO BRAZIL'S ARTICLE ADDS THE THOUGHT THAT "THE FLEXIBILITY EMPLOYED BY THE BRAZILIAN DELEGATION IN THE NEGOTIATIONS REGARDING SHRIMP FISHING IN BRAZILIAN WATERS PERMITTED OVERCOMING THE IMPASSE PROVOKED BY THE PLAN TO REDUCE THE NUMBER OF BOATS"

5. O ESTADO DO SAO PAULO QUOTES U.S. DELEGATION CHIEF CLINGAN AS EXPRESSING "SATISFACTION" AT THE NEW AGREEMENT AND EMPHASIZING THAT "THE AGREEMENT WILL NOT PREJUDICE THE JURIDICAL POSITIONS OF THE TWO PARTIES TO IT." JORNAL DE BRASILIA'S ARTICLE CONCLUDED: "AS FOR THE JURIDICAL CONCEPT OF THE 200-MILE TERRITORIAL SEA, THE AMERICANS MAINTAINED THE POSITION OF NOT RPT NOT RECOGNIZING IT."

6. IT WAS CLEAR THAT THE FONOFF FEB 7 PRESS BRIEFING ON TERMS OF THE ACCORD AVOIDED SPECIFICS. THE TWO DETAILS FROM THE BRIEFING REPEATED IN ALL NEWS ACCOUNTS WERE THAT THE REDUCTION OF AMERICAN VESSELS IN THE FISHING ZONE WILL BE "APPROXIMATELY 30 PERCENT" AND THAT THERE WILL BE A "SIGNIFICANT " INCREASE IN THE PRESENT 200,000-DOLLAR ANNUAL U. S. GOVERNMENT CONTRIBUTION TOWARD THE COST OF MAINTAINING TERMS OF THE AGREEMENT.

7. IN CONTRAST TO THE POST-AGREEMENT PRESS PLAY, MEDIA COVERAGE OF THE NEGOTIATIONS BEFORE FEB 8 TENDED TO EMPHASIZE BRAZIL'S 200- MILE TERRITORIAL-SEA CLAIM: IT APPEARS THIS TONE MAY HAVE BEEN INFLUENCED BY FONOFF DAILY PRESS BRIEFINGS. WASHINGTON POST RIO CORRESPONDENT BRUCE HANDLER REPORTS THAT ONE FONOFF SOURCE ERRONEOUSLY TOLD HIM FEB 6 THAT AN AGREEMENT HAD BEEN COMPLETED BY LIMITED OFFICIAL USE

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THEN -- AND HANDLER FILED A STORY TO THAT EFFECT. THE SAME SOURCE MUST HAVE TOLD BRAZILIAN MEDIA THE SAME THING, AS AT LEAST ONE PAPER, CORREIO BRAZILIENSE (LEADING CIRCULATION IN THE CAPITAL), CARRIED A FRONT-PAGE FEB 6 REPORT STATING THAT AN AGREEMENT ALREADY WAS SIGNED: THIS PAPER THEN IGNORED THE REAL STORY ON FEB 8 -- FOR,AS AN EDITOR TOLD AN EMBOFF, "WHY, WE CARRIED THAT STORY YESTERDAY": CRIMMINS

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Margaret P. Grafeld
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